

# Social Psychology



The study of how we think  
about, influence and relate to  
one another.

# Social Influence

- COMPLIANCE
- Compliance techniques...
  - **Commitment**
  - **Reciprocity**
  - **Authority**
  - **Liking**
  - **Scarcity**
  - **Social Proof**

# Foot-in-the-door phenomenon

- The tendency for people who have first agreed to a small request to comply later with a larger request.

If I give out an answer on a test, what happens next?



# Door-in-face Phenomenon

- The tendency for people who say no to a huge request, to comply with a smaller one.



If I ask my husband to take me on an extravagant trip to Ireland? NO

But he might let me get U2 tickets.



# How groups affect our behavior?



# Social Influence

- CONFORMITY

# Reciprocal Liking

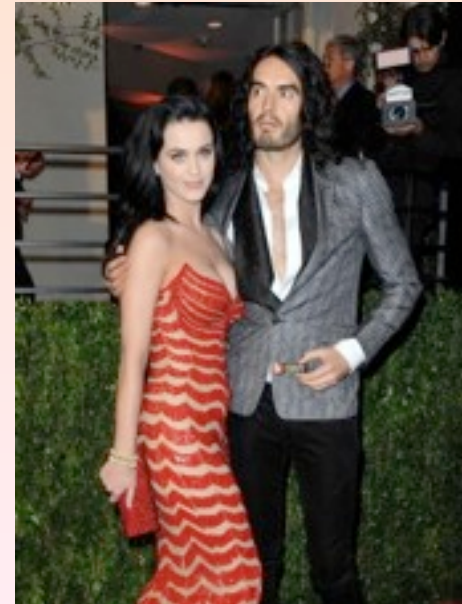


- You are more likely to like someone who likes you.
- Why?
- Except in



# Similarity

- Paula Abdul was wrong- opposites do NOT attract.
- Birds of the same feather do flock together.
- Similarity breeds content.

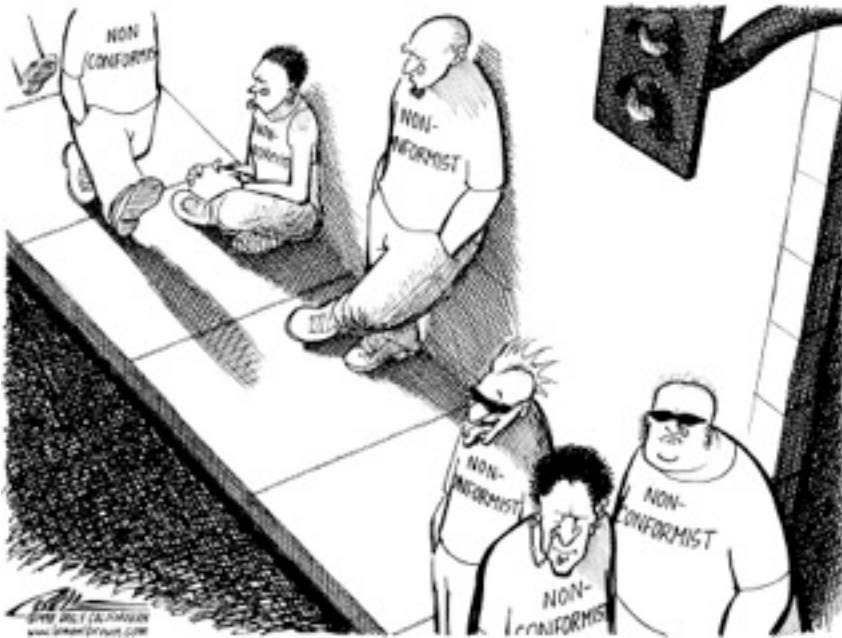




# Other ideas on why conformity?



# Conformity Studies



- Adjusting one's behavior or thinking to coincide with a group standard.



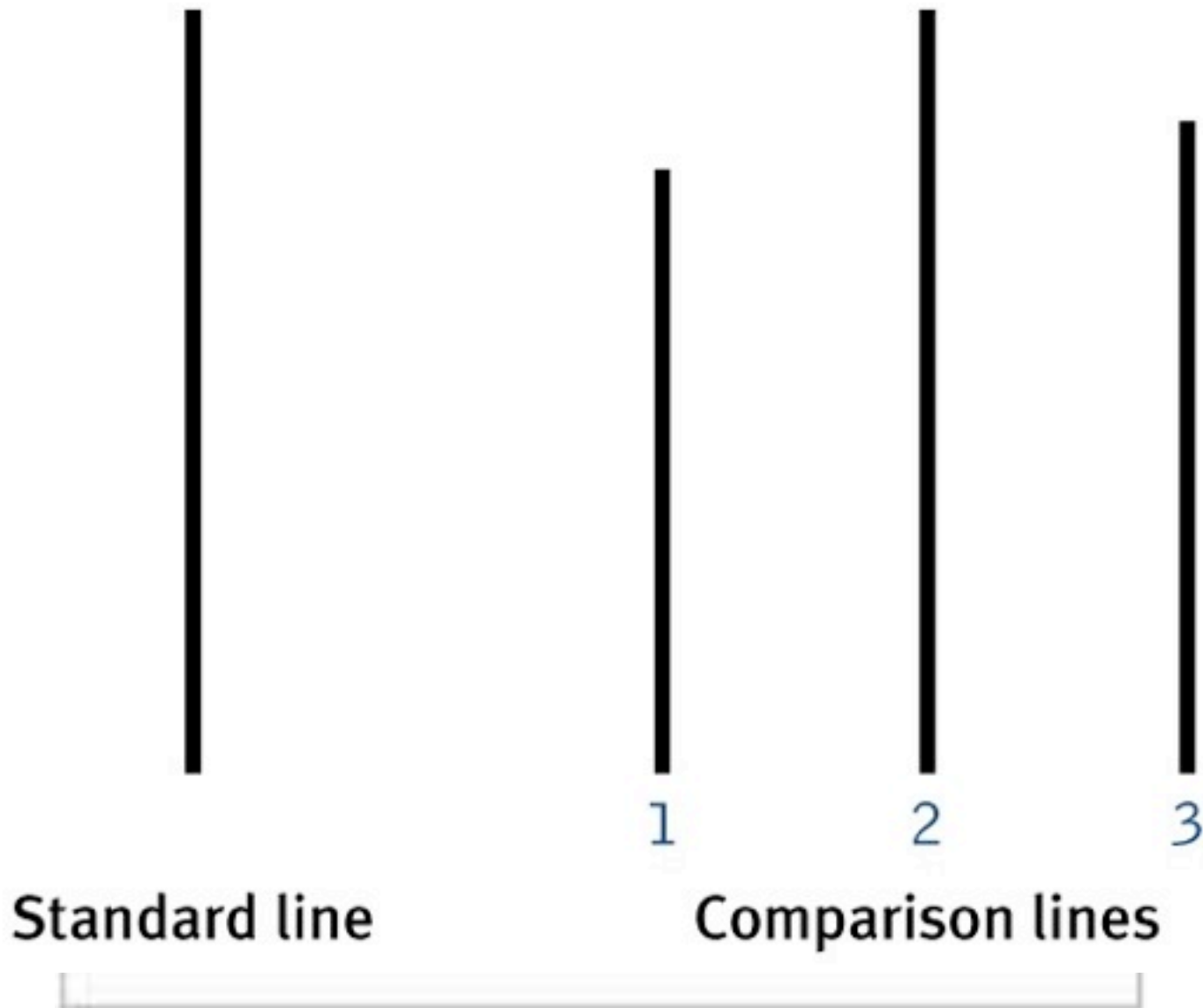
# Conformity

- Adjusting one's behavior or thinking to coincide with a group standard.

How did you feel the first time someone asked you to smoke?

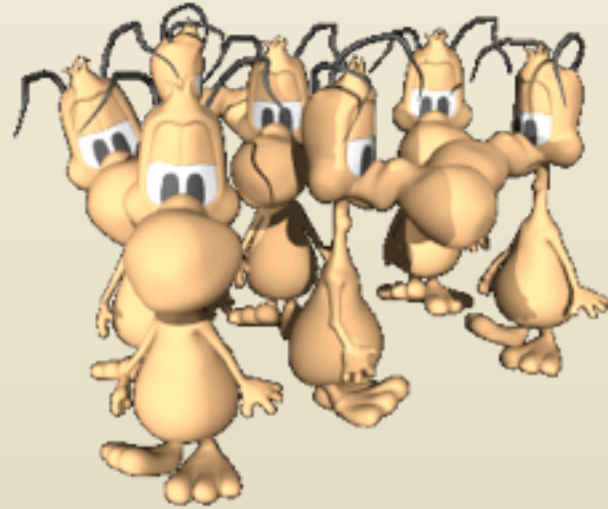


# Asch's Study of Conformity



# Asch's Results

- About 1/3 of the participants conformed.
- 70% conformed at least once.



To strengthen conformity:

- The group is unanimous
- The group is at least three people.
- One admires the group's status
- One had made no prior commitment





# Reasons for Conforming

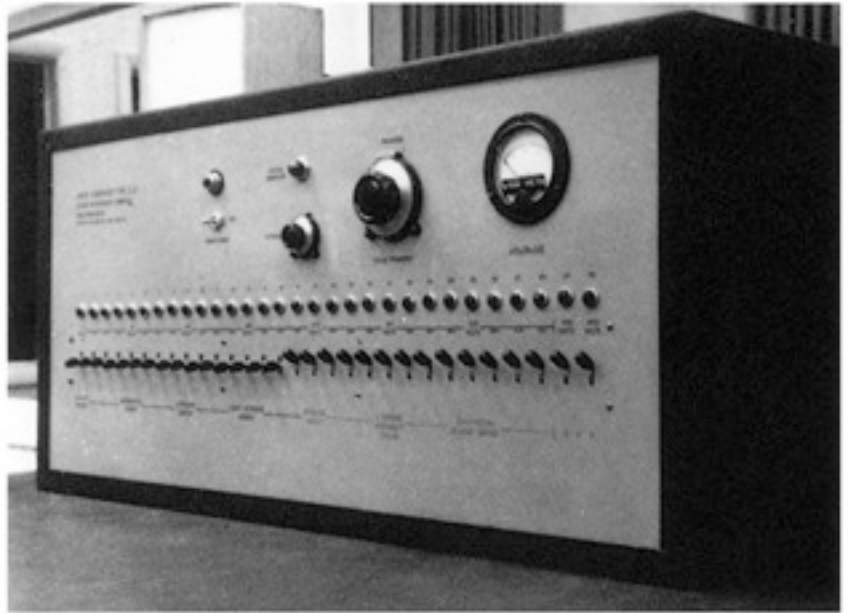
## Normative Social Influence

- Influence resulting from a person's desire to gain approval or avoid disappointment

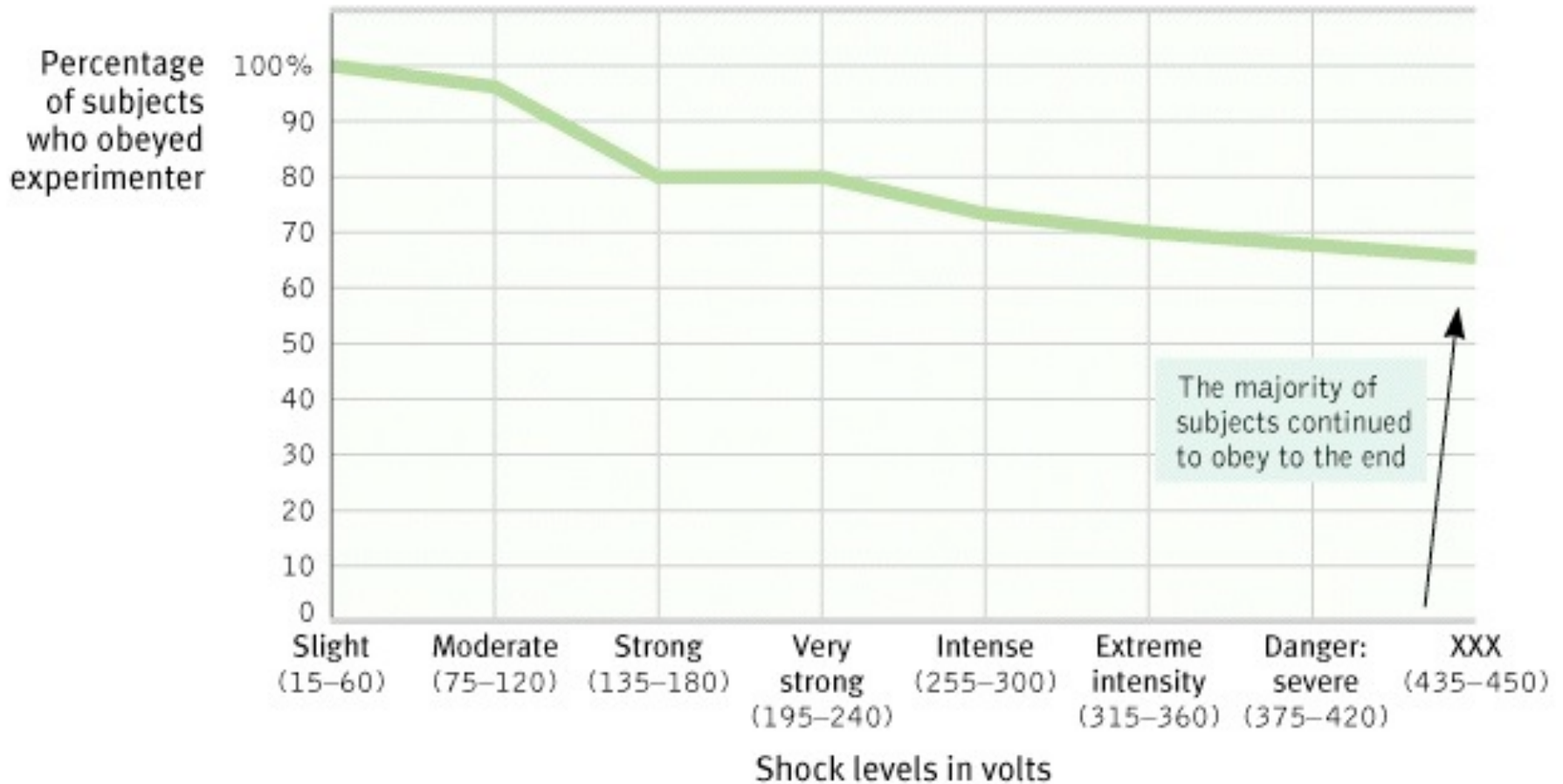
## Informational Social Influence

- Influence resulting from one's willingness to accept others' opinions about reality

# Milgram's Study Of Obedience



# Results of the Milgram Study



What did we learn from Asch &

# What did we learn from Milgram?

- Ordinary people can do shocking things.
- Ethical issues....
- Would not have received approval from today's **IRB** (Internal Review Board).



[Derren Brown's take on Milgram](#)



# Group Influence on Behavior

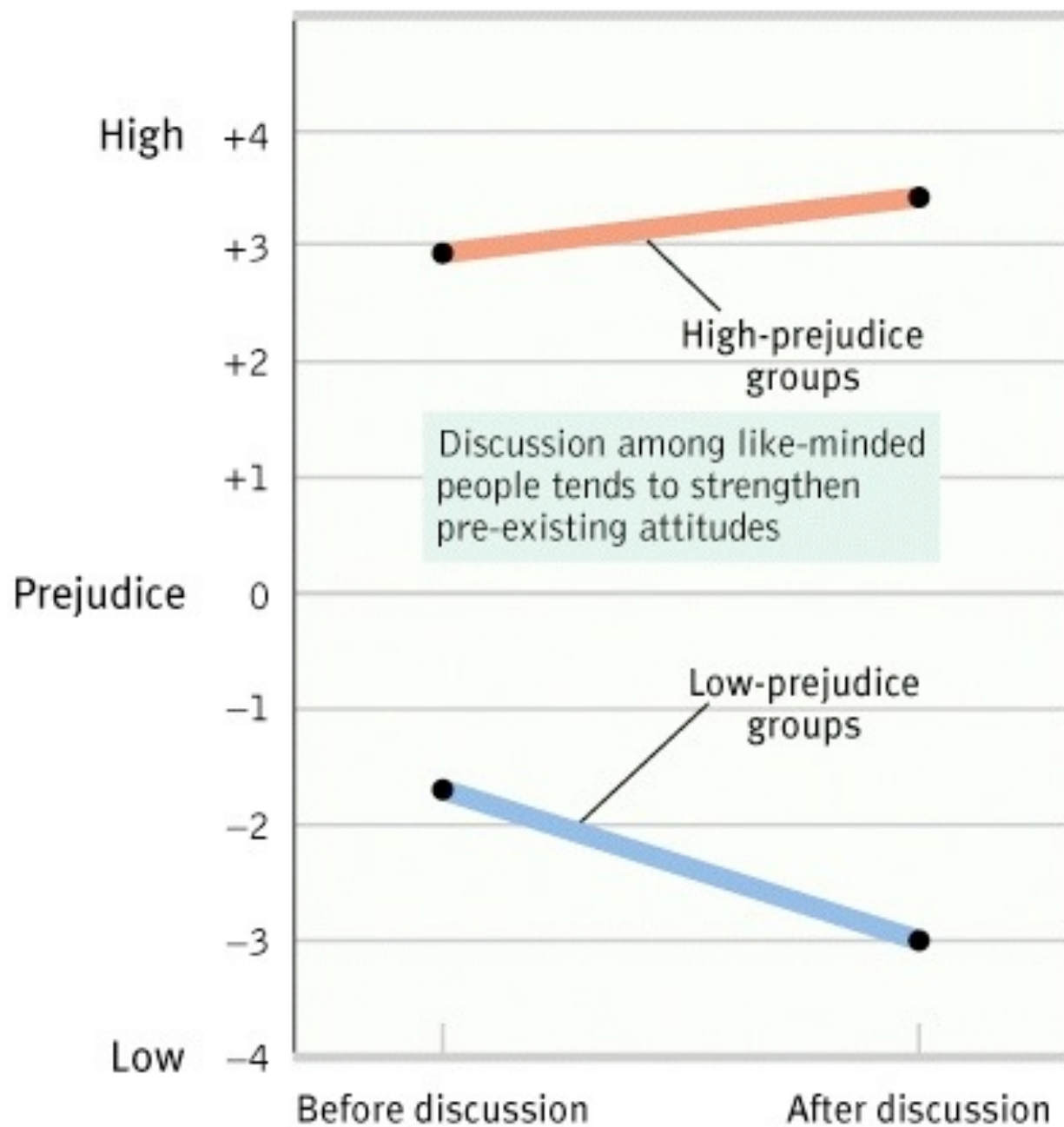


Lets look at how groups effect our behavior.

# Group Polarization - SIT

- Groups tend to make more extreme decisions than the individual







# Groupthink



- Group members suppress their reservations about the ideas supported by the group.
- Group harmony overrides common sense.
- Worse in highly cohesive groups.



We also influence ourselves

The Power of the Individual  
can be stronger than a group.



# Social Influence

- Some individual resist social coercion



# Deindividuation

- People get swept up in a group and lose sense of self.
- Feel anonymous and aroused.
- Explains rioting behaviors.



# Zimbardo's Prison Study



- Showed how we deindividuate AND become the roles we are given.
- Philip Zimbardo has students at Stanford U play the roles of prisoner and prison guards in the basement of psychology building.
- They were given uniforms and numbers for each prisoner.
- What do you think happened?
- The experiment has also been used to illustrate [cognitive dissonance theory](#) and the power of [authority](#).



# Self-Fulfilling Prophecies

- Occurs when one person's belief about others leads one to act in ways that induce the others to appear to confirm the belief



If you think someone finds you attractive, they more likely will!!!

# Cognitive Dissonance Theory

- We do not like when we have either conflicting attitudes or when our attitudes do not match our actions.
- When they clash, we will change our attitude to create balance.



# Attitude and Behavior



Do attitudes tell us about someone's behavior?

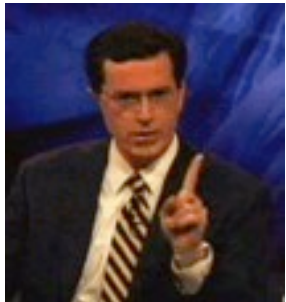
## Cognitive Dissonance Theory

- People want to have consistent attitudes and behaviors....when they are not they experience dissonance (unpleasant tension).
- Usually they will change their attitude.

You have a belief that cheating on tests is bad.

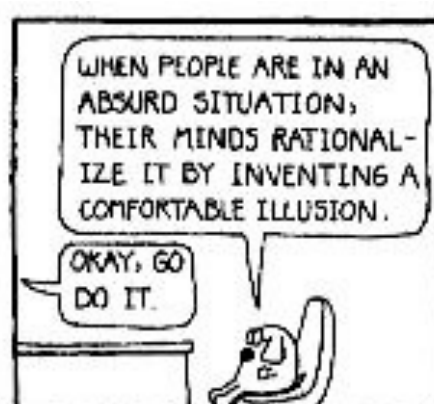
But you cheat on a test!!!

The teacher was really bad so in that class it is OK.



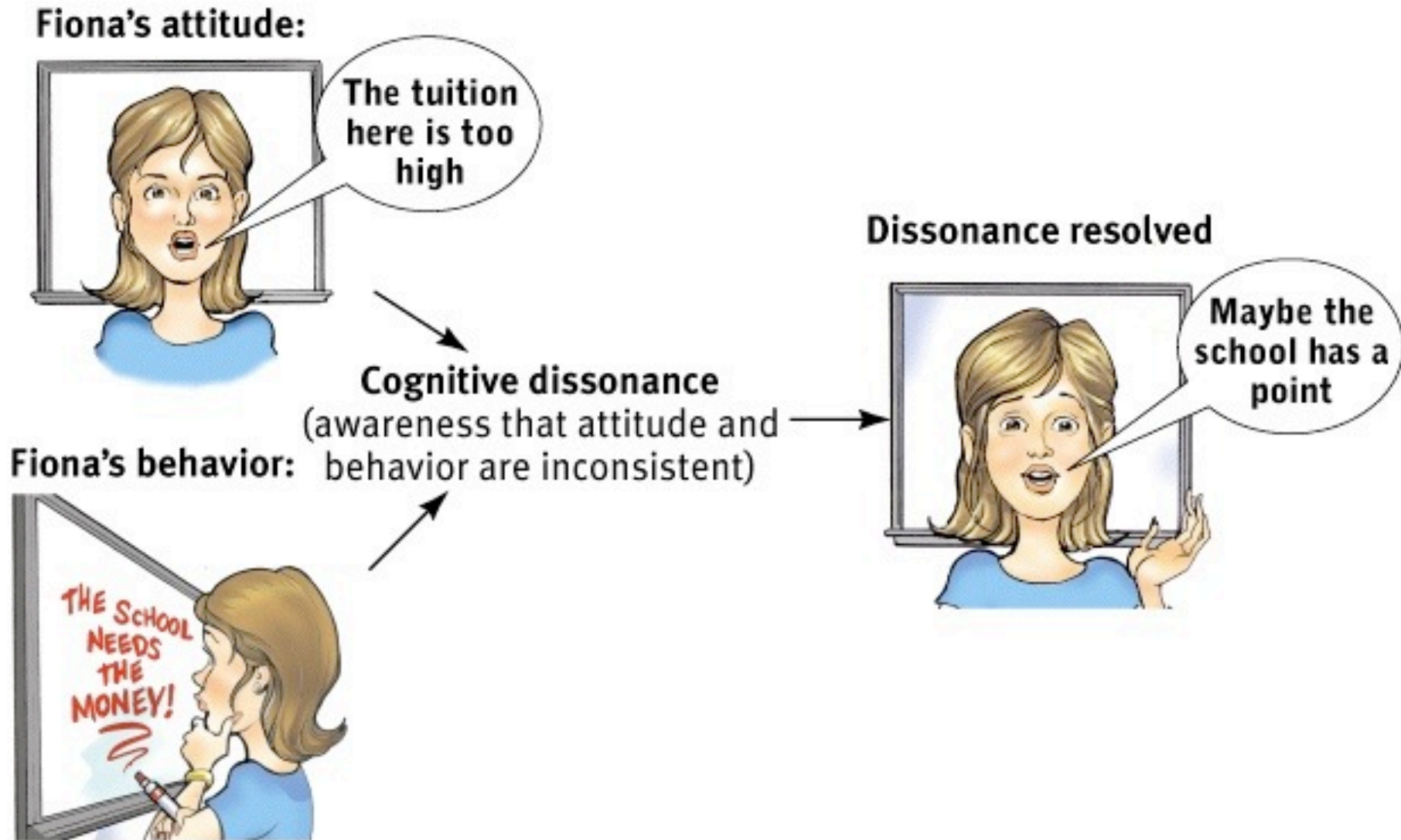


Systems



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# Cognitive Dissonance Theory



# Cognitive Dissonance Theory

- How does cognitive dissonance theory play a part in pledging a fraternity?

